



WXYZ

ORDER

Print Date 11/12/12

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Flight Dates **09/17/12-11/05/12**

Contract / Revision **310568 /**
Original Date / Revision
 09/10/12 11/02/12
Advertiser **Bernstein for U of M Board of**
Agency **Bernstein for U of M Board of**
Buying Contact
31731 Northwestern Hwy
Suite 333
Farmington Hills, MI 48334

Product
Mark Bernstein for U of M Board of
Agency Com 15%
Billing Contact
31731 Northwestern Hwy
Suite 333
Farmington Hills, MI 48334
Sales Office WXYZL
Sales Region LOC
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A18+
Rev Codes POL POL CAND
Product Codes PL
Priority P-4
Advertiser Ref

Primary Account Executive
 Arin Starr

Account Executive	Order%	Start Date	End Date
Arin Starr	100%		

Order Share 30% Market Value 91000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	63700
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	3	\$2,635.00	\$3,100.00	0.00	08/27/12	09/30/12	3	\$2,635.00	\$3,100.00
October 2012	19	\$17,935.00	\$21,100.00	0.00	10/01/12	10/28/12	19	\$17,935.00	\$21,100.00
November 2012	3	\$2,635.00	\$3,100.00	0.00	10/29/12	11/05/12	3	\$2,635.00	\$3,100.00
Totals	25	\$23,205.00	\$27,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/17/12	09/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTW----	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			1		\$900.00		0.00			
N 2	WXYZ	09/17/12	09/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTW----	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$1,300.00		0.00			

Contract / Revision

310568

Flight Dates09/17/12-11/05/12

Hiatus Dates

Original Date / Revision 09/10/12/ 11/02/12

Order Sep 00:20:00

<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
Bernstein for U of M Board	Mark Bernstein for U of M B	

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WXYZ	09/17/12	09/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTW----	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		2				\$1,300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WXYZ	09/17/12-09/23/12	6p News		6-630pm M-F				MTW-----		:30	\$1,100.00	0.00	NM
	2	WXYZ	09/17/12-09/23/12	6p News		6-630pm M-F				MTW-----		:30	\$1,100.00	0.00	NM
N 3	WXYZ	10/01/12	10/12/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-1-1--	:30	3	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-1-1--		3				\$900.00		0.00			
	Week:	10/08/12	10/14/12	1-1-1--		3				\$900.00		0.00			
N 4	WXYZ	10/01/12	10/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	1-1-1--	:30	3	\$1,300.00	P-3	0.00	NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-1-1--		3				\$1,300.00		0.00			
	Week:	10/08/12	10/14/12	1-1-1--		3				\$1,300.00		0.00			
N 5	WXYZ	10/08/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1-1-1--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-1-1--		3				\$900.00		0.00			
N 6	WXYZ	11/05/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$900.00		0.00			
N 7	WXYZ	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1				\$900.00		0.00			
N 8	WXYZ	11/05/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,300.00		0.00			
N 9	WXYZ	10/15/12	10/17/12	6p News 6-630pm M-F	CM	6-630pm M-F	1-1----	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-1----		2				\$1,300.00		0.00			
N 10	WXYZ	10/23/12	10/25/12	6p News 6-630pm M-F	CM	6-630pm M-F	-1-1---	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-1---		2				\$1,300.00		0.00			
Totals														25	\$27,300.00